

FOOD RECALL TASKS AND TIMELINE FOR DAIRY BUSINESSES

The Food Standards Code requires all manufacturers of food to have a system in place to manage the recall of unsafe food. Food is recalled due to presence of pathogenic bacteria, chemical contamination, foreign matter, labelling errors, undeclared allergens, packaging defects and under-processing. Your business **MUST** have a documented recall system (a 'plan'), which must to be tested from time to time to ensure it will be effective. An effective plan will assist in ensuring any necessary recall has minimal impact as possible on your business and brand. The Food Recall Tasks and Timeline provides guidance on some of the initial and essential steps in a recall situation.

	LET YOUR CUSTOMERS KNOW	NOTIFY GOVERNMENT	LET THE PUBLIC KNOW (for consumer-level recalls)
ASAP	<input type="checkbox"/> Identify the products affected by the recall, the customers and stop the product's distribution	<input type="checkbox"/> Notify Dairysafe , who will advise SA Health and determine whether a recall is required and if it will be trade level or consumer level	<input type="checkbox"/> Decide how to communicate to the public (media release, website, social media, pint of sale notice, etc)
	<input type="checkbox"/> Advise your customers of the recall and what they need to do (ie remove product from sale)	<input type="checkbox"/> Notify FSANZ – phone the recall co-ordinator and provide the recall details	
2-4 HOURS	<input type="checkbox"/> Confirm instructions in writing , details about the product, use by dates, batch codes, etc	<input type="checkbox"/> Fill out the Food Recall Report – found on the FSANZ website	<input type="checkbox"/> Organise a media contact person to handle enquiries
		<input type="checkbox"/> Include details on the product, the problem, where it was made, distributed and sold	<input type="checkbox"/> Develop a Q&A sheet if appropriate
		<input type="checkbox"/> Provide FSANZ with customer distribution list (full details, names, contact details, addresses)	<input type="checkbox"/> Set up a hotline or brief reception to answer public or media enquiries
		<input type="checkbox"/> Provide a draft recall notice or press advert to FSANZ to check prior to going public	<input type="checkbox"/> Rehearse answers to tricky questions
24 HOURS	<input type="checkbox"/> Confirm arrangements for retrieving the recalled product from all distribution points	<input type="checkbox"/> Confirm with Dairysafe how the recalled product will be disposed of	<input type="checkbox"/> Post communication contacts on website & social media
			<input type="checkbox"/> Place press advertisement in newspapers
			<input type="checkbox"/> Place point of sale notice in stores
Post Recall	<input type="checkbox"/> Keep records of how much product was recovered	<input type="checkbox"/> Provide interim recall report to FSANZ (2 weeks after the recall)	<input type="checkbox"/> Post social media and website notices
		<input type="checkbox"/> Provide final recall report to FSANZ (4 weeks after the recall)	

